



Los Angeles County AUDIT COMMITTEE

Louisa Ollague, Chair
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Brence Culp, Vice Chair
3rd District
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2nd District
Carl Gallucci
4th District
Angela Mazzie
5th District

May 2, 2005

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

COMMISSION REVIEW PROCESS -- SUNSET REVIEW FOR THE LOS ANGELES COUNTY BEACH COMMISSION (ALL DISTRICTS AFFECTED) (3 VOTES)

IT IS RECOMMENDED THAT YOUR BOARD:

Approve ordinance extending the sunset review date for the Los Angeles County Beach Commission of December 31, 2009.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION:

On December 1, 1994, the Audit Committee submitted its initial report in response to your Board's instruction to review the effectiveness of County commissions, committees and task forces defined under Chapters I and IV of the Los Angeles County Committee Book. Consistent with your Board's instructions, the Audit Committee is submitting the results of the evaluation of the Los Angeles County Beach Commission performed by the Auditor-Controller, and recommendations from the Audit Committee for further action by your Board.

The Commission has remained active in its role of reviewing public policies, capital projects, and contracts related to County operated beaches. The Commission serves as an important component of the Department's communications strategy, to provide accurate and timely information to the beach communities and other parties.

During the four-year evaluation period, the Commission made recommendations to the Department on marketing sponsorship agreements resulting in an estimated \$6.5 million in cost savings and \$17.9 million in revenue for the County. Also, the Commission reviewed and endorsed grant applications resulting in funds for the development of Dan Blocker Beach and the Dockweiler State Beach Youth Center. Finally, the Commission provided feedback to the Department on coastline preservation and reclamation projects.

To enrich lives through effective and caring service

FISCAL IMPACT/FINANCING:

The Department of Beaches and Harbors estimates annual Commission expenditures of \$28,124 for staff support and other expenses. Members do not receive any compensation for attending Commission meetings. However, they are reimbursed for travel and other related expenses incurred in performance of their duties.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS:

The Commission, formerly known as Los Angeles County Beach Advisory Committee, was established and has been continued by Board Order, commencing on May 25, 1971. The most recent Board-approved sunset review date for the Commission was December 31, 2004.

The Commission advises the Board and the Director of Beaches and Harbors on issues concerning coastal preservation, marketing sponsorship agreements, contracts, water quality, shoreline renourishment, and erosion replenishment programs.

The Commission consists of 20 members, ten appointed by the Fourth District Supervisor, seven appointed by the Third District Supervisor, and one each appointed by the First, Second, and Fifth District Supervisors. Membership is comprised of experts, laypersons and spokespersons of groups who hold an interest in beach-related issues. The Commission meets on the fourth Wednesday of each month.

IMPACT ON CURRENT SERVICES (OR PROJECTS):

Extending the sunset review date for the Commission will allow this body to continue to advise the Board and the Department on beach-related issues and programs.

Respectfully submitted,



LOUISA OLLAGUE
Chairperson, Audit Committee

ML: PP

cc: Chief Administrative Officer
Commission Services
Executive Officer of the Board of Supervisors
County Counsel
Auditor-Controller
Director of Beaches and Harbors
Chair, Los Angeles County Beach Commission

BEACH COMMISSION, LOS ANGELES COUNTY AUTHORITY

Board Order No. 184 of May 25, 1971, Board Order No. 89 of December 2, 1980, Board Order No. 66 of July 25, 1989, Ordinance No. 90-0086 effective date

July 27, 1990, Board Order No. 46 of April 9, 1991, Board Order No. 18 of

April 11, 1995 and Board Order No. 49 of December 23, 1996 Ordinance

No. 96-0066. Board Order No. 88 of April 3, 2001 and Board Order No. 60 of April 10, 2001, Ordinance No. 2001-0036 (extension of sunset review date).

SUNSET REVIEW DATE

December 31, 2004.

NUMBER OF MEMBERS

Twenty, ten nominated by the Supervisor of the Fourth Supervisorial District, seven nominated by the Supervisor of the Third Supervisorial District and one nominated by the Supervisor of the First, Second and Fifth Supervisorial Districts.

QUALIFICATIONS

Membership shall be comprised of experts, laypersons and spokespersons for those groups and individuals who have an interest in beach-related issues

APPOINTMENT

By Board of Supervisors

TERM OF OFFICE

Two years at the pleasure of the Board.

No member of the Commission may serve more than two consecutive two year terms. The Board may, by order, extend the length of service or waive the limit for individuals or the Commission as a whole.

A member's position on the Commission shall become vacant upon his or her death, resignation, or removal by the Board of Supervisors. In the case of such a vacancy, the Board of Supervisors shall appoint a successor to fill the unexpired term.

COMPENSATION

None. However when the members are required to travel in the performance of their duties, they shall be reimbursed for their necessary traveling expenses, including transportation,

meals and lodging in accordance with the applicable provisions of chapter 5.40 of the County Code.

MEETINGS*

The Commission shall meet on the Fourth Wednesday of each month. The Beach Commission meetings are held at 9:30 am; and the Facilities Design Subcommittee meets at 9:00 a.m. Meetings will be held at Burton Chace Park Community Building, 13650 Mindanao Way, Marina del Rey.

DUTIES

Consider and from time to time make recommendations to the director and to the Board upon beach-related issues.

OATH

Not required.

Created on:

*Revised: 1/1/2005

End of Beach Commission, Los Angeles County



**COUNTY OF LOS ANGELES
DEPARTMENT OF AUDITOR-CONTROLLER**

KENNETH HAHN HALL OF ADMINISTRATION
500 WEST TEMPLE STREET, ROOM 525
LOS ANGELES, CALIFORNIA 90012-2766
PHONE: (213) 974-8301 FAX: (213) 626-5427

J. TYLER McCAULEY
AUDITOR-CONTROLLER

February 11, 2005

AGENDA ITEM
APR 21 2005

V. a

TO: Audit Committee
FROM: J. Tyler McCauley
Auditor-Controller
SUBJECT: **SUNSET REVIEW FOR THE LOS ANGELES COUNTY BEACH COMMISSION**

RECOMMENDATION

The Audit Committee recommend to the Board of Supervisors (Board) that the Los Angeles County Beach Commission's sunset review date be extended to December 31, 2009.

BACKGROUND

The Beach Commission (BC or Commission) was established by Board Order No. 184 on May 25, 1971 and is continued pursuant to Chapter 2.116.220 of the Los Angeles County Code. The most recent renewal was approved by the Board at their April 3, 2001 meeting.

The BC advises and makes recommendations to the Board and the Department of Beaches and Harbors (DBH) on matters that are related to County operated beaches such as public policy, capital projects, contracts, safety, and environmental protection. The BC also assists the Board and the DBH in the application process for State and federal grants.

The Commission consists of twenty members, ten members appointed by the Supervisor of the Fourth Supervisorial District, seven members appointed by the Supervisor of the Third Supervisorial District, and one member each appointed by the Supervisors of the First, Second, and Fifth Supervisorial Districts. Membership is comprised of experts, laypersons, and spokespersons for those groups and individuals who support coastline conservation. Commissioners do not receive compensation.

The BC is required to meet once a month. The Director of the DBH can waive the meeting requirement if the Commission agenda has no items requiring action. From January 1, 2000 to September 30, 2004 the BC held 32 meetings with an average attendance of 13 (65%) members. The DBH provides staff support to the BC. The

DBH estimates annual Commission expenditures of \$28,124 for staff support and other expenses.

JUSTIFICATION

The BC's mission is to review public policies, capital projects, and contracts that are related to County operated beaches and make recommendations to the Board and the DBH. The Commission also serves as an important component of the DBH's communications strategy, to provide accurate and timely information to the beach communities and other interested parties. During this review period, the Commission's accomplishments included:

- Made recommendations to the DBH on marketing sponsorship agreements resulting in an estimated \$6.5 million in cost savings and \$17.9 million in revenue for the County. The following are some of the marketing sponsorship agreements that helped support public services on County beaches:
 - The Lifeguard Uniform Sponsorship Agreement with Phillips-Van Heusen
 - An exclusive beverage sponsorship with Great Spring Waters of America Inc. (Arrowhead and Perrier bottled water)
 - The Lifeguard Tower Safety Sign Agreement with Viacom
 - The Lifeguard Vehicle Sponsorship Agreement with Nissan North America, Inc.
 - The Telephone Kiosk Sponsorship Agreement and the Lifeguard Tower Safety Sign Sponsorship Agreement with Verizon California, Inc.
- Provided feedback to the DBH on coastline preservation and reclamation projects involving storm water run off, storm drain improvements, lagoon and creek habitat restoration, and beach renourishment.
- Reviewed and endorsed grant applications resulting in funds for the development of Dan Blocker Beach and the Dockweiler State Beach Youth Center.

For the next evaluation period, the BC will continue to make recommendations to the DBH and the Board regarding coastal preservation, marketing sponsorship agreements, contracts, water quality, shoreline renourishment, and erosion replenishment programs.

Please call if you have any questions.

JTM:MMO:IDC
Attachments

c: Violet Varona-Lukens, Executive Officer
Robin A. Guerrero, Chief, Board Operations
Jim Corbett, Manager, Commission Services
Stan Wisniewski, Director, Department of Beaches and Harbors
Jeffrey D. Jennings, Esq., Chair, Beach Commission

COMMISSION SUNSET REVIEW
LOS ANGELES COUNTY BEACH COMMISSION
REVIEW COMMENTS

Mission. (Does the mission statement agree with the Board of Supervisors' purpose and expectations?)

Stated mission is as set forth in the ordinance creating the Commission.

CONCUR

Section 1. Relevancy. (Is the mission still relevant and in agreement with the Board of Supervisors' purpose and expectations?)

The BC's mission is to review public policies, capital projects, and contracts that are related to County operated beaches and make recommendations to the Board and the DBH. The Commission also serves as an important component of the DBH's communications strategy, to provide accurate and timely information to the beach communities and other interested parties. **RELEVANT**

Section 2. Meetings and Attendance. (Are required meetings held and is attendance satisfactory?)

The BC is required to meet once a month. The Director of the DBH can waive the meeting requirement if the Commission agenda has no items requiring action. From January 1, 2000 to September 30, 2004 the BC held 32 meetings with an average attendance of 13 (65%) members. **SATISFACTORY**

Sections 3 and 4. Accomplishments and Results. (Are listed accomplishments and results significant?)

During this review period, the Commission's accomplishments included:

- Made recommendations to the DBH on marketing sponsorship agreements resulting in an estimated \$6.5 million in cost savings and \$17.9 million in revenue for the County. The following are some of the marketing sponsorship agreements that helped support public services on County beaches:
 - The Lifeguard Uniform Sponsorship Agreement with Phillips-Van Heusen
 - An exclusive beverage sponsorship with Great Spring Waters of America Inc. (Arrowhead and Perrier bottled water)
 - The Lifeguard Tower Safety Sign Agreement with Viacom
 - The Lifeguard Vehicle Sponsorship Agreement with Nissan North America, Inc.
 - The Telephone Kiosk Sponsorship Agreement and the Lifeguard Tower Safety Sign Sponsorship Agreement with Verizon California, Inc.

- Provided feedback to the DBH on coastline preservation and reclamation projects involving storm water run off, storm drain improvements, lagoon and creek habitat restoration, and beach renourishment.
- Reviewed and endorsed grant applications resulting in funds for the development of Dan Blocker Beach and the Dockweiler State Beach Youth Center. **SIGNIFICANT**

Section 5. Objectives. (Are the objectives compatible with the mission and goals and relevant within the current County environment?)

For the next evaluation period, the BC will continue to make recommendations to the DBH and the Board regarding coastal preservation, marketing sponsorship agreements, contracts, water quality, shoreline renourishment, and erosion replenishment programs. **RELEVANT**

Section 6. Resources. (Are the resources utilized by the entity in support of the entity's activities warranted in terms of the accomplishments and results?)

The DBH provides staff support to the BC. The DBH estimates annual Commission expenditures of \$28,124 for staff support and other expenses. **WARRANTED.**

Section 7. Recommendation.

EXTEND THE SUNSET REVIEW DATE FOR THE LOS ANGELES COUNTY BEACH COMMISSION TO DECEMBER 31, 2009.

Commissioner		Nominated by	3/31/00	6/30/00	9/30/00	12/31/00	3/31/01	6/30/01	9/30/01	12/31/01	3/31/02	6/30/02	9/30/02	12/31/02	3/31/03	6/30/03	9/30/03	12/31/03	3/31/04	6/30/04	9/30/04	Totals	% Attended
Number of Meetings per Quarter			3	2	1	1	3	2	2	1	2	3	0	1	3	1	2	1	2	1	1	32	
Carole Stevens	1st District																						
	2nd District		3	1	1	1	3	2	1	1	2	2	0	1	3	1	0	1	0	1	0	24	75%
	2nd District	Hon. G. Thomas Thompson	3																			3	100%
	2nd District	Ronald D. Chalmers		0	1	0	1	0	0	0	0	2	0	0	2	1	0	0	1	0	8	28%	
	3rd District	Hal Ross	3	2	1	1	3	2	2	1	2	2	0	1	2	1	1	1	2	1	1	29	91%
	3rd District	Rosi Dargit	2	1	1	1	1	1	2	1	2	2	0	0	1	1	2	1	1	1	1	22	69%
	3rd District	Charles Hayes	3	1	1	1	3	1	1	0	2	2	0	1	1	0	0	1	1	1	1	21	66%
	3rd District	Jeffrey D. Jennings, Esq.	3	1	1	1	1	1	1	0	0	1	0	1	2	1	2	1	2	1	1	21	66%
	3rd District	Linda Lucks	2	0	1	0	1															4	40%
	3rd District	Martha Hertzberg						1	2	0	2	2	0	1	1	0	0	0	0	0		9	45%
Clare Bonowski, Esq.	3rd District		3	2	1	1	2	1	1	1	0	2	0	1	1	1	2	0	1	0	1	21	66%
	3rd District	Andrew Robert Stern	3	1	1	1	2	2	2	1	2	3	0	1	2	1	2	1	2	0	1	28	88%
	4th District	Charles D. Milam	1	1	0	1	2	2	1	0	1	1	0	1	1	1	1	1	1	1	0	17	53%
	4th District	Marilyn J. White	1	0	1	1	3	1	2	0	1	2	0	1	1	1	1	1	1	1	1	20	63%
	4th District	Dee Harrison													1	1	0	1	1	1	7	58%	
	4th District	Leah J. Jeffries	2	1	0	0	0	0	1	0	0	0	0									4	20%
	4th District	Phil A. Pennington	2	1	1	1	3	1	2	1	2	3	0	1	3	1	2	1	1	1	1	28	88%
	4th District	Donald W. Doyle	2	2	0	1	3	2	2	1	1	3	0	0	2	1	1	1	1	1	1	25	78%
	4th District	Catherine Shea McCurdy						1	1	1	2	3	0	0	3	1	2	1	2	0	0	17	77%
	4th District	Harry Kessel	0	1	0	1	2															4	40%
Walt Daughler	4th District		3	2	1	1	3	2	2	1	2	2	0	1	3	1	1	1	2	0	1	29	91%
	4th District	Thomas J. Barnes	2	0	0	1	1	2	1	0	1	1	0	0	2	1	1	0	1	1	1	16	50%
	4th District	Don Rehner	3	2	1	1	3	1	1	0	1	3	0	1	3	0	1	1	2	0	1	25	78%
	4th District	Norma Pratt						1	1	1	2	2	0	1	2	0	0	1	1	1	0	13	59%
	4th District	Philip M. Parlett	1	0	1	1	2															5	50%
	5th District	Sharon L. Muravez	1	2	0	0	1	1	0													5	36%
	5th District	Gary R. Dimick									1												

Average Attendance Per Meeting